In Story 1b, this area of "Fan TV" is rather new and can be seen as a second screen addition. Like in story 1a, a lot of functionalities evolve around individual enhancement of data (pictures, video, AR, statistics etc.). Combining features or complete innovations will be most beneficial for the fan, but only if they serve "being a fan" and enhancing loyalty, immersion and exclusivity. Finding the right way to be of added value is key.

During an experience, there are several phases. For all the stories, we have chosen 6 simplified steps ->
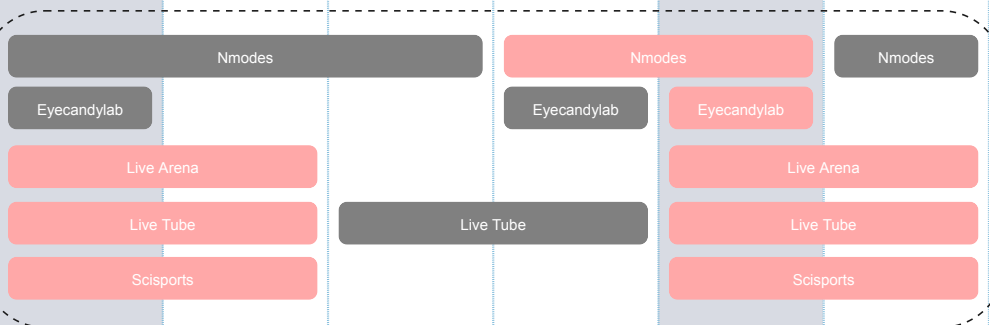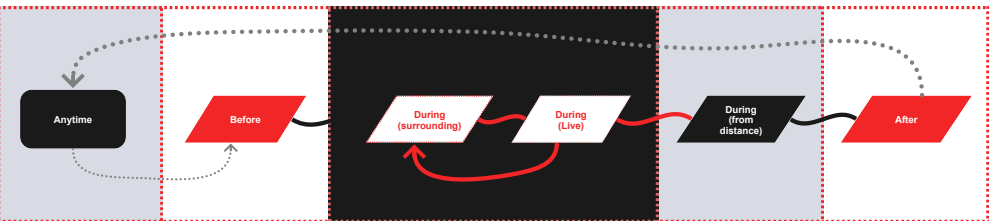
Every technology or innovation can be present at a certain stage... or not (yet)!

**Story 1b:** optimal game content - before, during, and afterwards - everything to enhance the live match and supply additional service.

Focussing on in depth data, inclusivity and immersion.

Story 1b [from a distance] is completely independent.

Fan TV / Second screen / Chat

Anytime

Before

During (surrounding)

During (Live)

During (from a distance)

After

| | | | |
|---|---|---|---|
| Nmodes | Nmodes | | Nmodes |
| Eyecandylab | Eyecandylab | | Eyecandylab |
| Live Arena | | | Live Arena |
| Live Tube | Live Tube | | Live Tube |
| Scisports | | | Scisports |

The grey phases Anytime and During (from a distance) are mainly digital

Light Red means: ALREADY PRESENT

Grey means: POSSIBLE / FUTURE

White, dotted line: DIFFICULT

The grey phases Anytime and During (from a distance) are mainly digital